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The Usage of Social Media to Fulfill Social Needs in Introverts

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THE USAGE OF SOCIAL MEDIA TO FULFILL SOCIAL NEEDS IN
INTROVERTS

by

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A thesis submitted in partial fulfillment of the requirements
for the Honors Undergraduate Thesis Program in Psychology
in the College of Sciences
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at the University of Central Florida
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Thesis Chair: Matthew Chin

ABSTRACT

The purpose of this thesis is to examine the relationship between being introverted and the need to affiliate with others. Specifically, I sought to find out whether social media can be used as a replacement to face-to-face interactions. Previous studies have remained inconclusive on whether social media can be seen as a beneficial tool for individuals who tend to be more introverted. In the study, multiple measures were utilized to determine the correlation between social media usage and need fulfillment. The results indicated that individuals with social anxiety had a propensity towards being more introverted and in having an increased amount of time on TikTok. Furthermore, these same individuals who show a propensity towards introversion, have indicated that they not only need to affiliate with others, but that their interactions on TikTok are overall, positive, and to some extent, meaningful. Ultimately, the data collected offers some insight on the importance of social media as a tool to fulfill social needs in individuals who are introverted and display social anxiety.

Muchas gracias a mi familia que me han apoyado todos estos años. Sin ustedes no podía estar aquí hoy escribiendo mi propia tesis. Todo lo que yo hago lo hago para ustedes y espero demostrarles que todos los sacrificios que ustedes han hecho valen la pena.

Table of Contents

INTRODUCTION	1
SOCIAL MEDIA AND INTROVERSION	1
USES AND GRATIFICATION THEORY	2
TIKTOK	3
CURRENT STUDY	4
METHOD	7
PARTICIPANTS AND PROCEDURES	7
MEASURES	8
RESULTS	10
HYPOTHESIS TESTING	10
DISCUSSION	11
SUMMARY OF RESULTS	11
LIMITATIONS & FUTURE RESEARCH	12
INFERENCES AND CONCLUSION	13
APPENDIX A: HEXACO EXTRAVERSION SCALE	15
APPENDIX B: INTERPERSONAL ORIENTATION SCALE	17
APPENDIX C: NEED FOR FULFILLMENT SCALE	20
APPENDIX D: BRIEF FEAR OF NEGATIVE EVALUATION SCALE	22
APPENDIX E: SOCIAL MEDIA QUESTIONNAIRE	25
LIST OF REFERENCES	28

List of Tables

Table 1	10
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INTRODUCTION

Social media as it is defined by Merriam-Webster, is seen as a form of communication that allows individuals to create and share spaces where they can interact with others and share their own personal lives. Individuals who use social media may find themselves sharing parts of their lives to hundreds, maybe even thousands of individuals in all parts of the world. In the United States alone, over 72% of Americans have some form of social media, with over 80 million being monthly active users (Pew Research Center, 2021). At the beginning of 2021, over 4.2 billion social media users were documented, which accounts for 53.6% of the entire world population (Kemp, 2021). Without a doubt, social media has caused an insurmountable shift in how we consume media and how we interact with others.

Social Media and Introversion

The introduction of social media has allowed individuals to express themselves in ways that may have been difficult to do before its invention. Particularly, social media has become a quick and convenient way in which individuals can communicate with others and form strong relationships, however, some research suggests that this can lead to a detrimental lifestyle for many, specifically, there seems to be a consistent trend regarding introverts and detrimental social media usage.

Research conducted by McIntyre et al. (2015) found that being introverted was associated with a lack of social connectedness and a greater likelihood to report compulsive internet use symptoms. Compulsive internet use seems to be prevalent in individuals who lack social

connectedness in face-to-face interactions, and it seems that these individuals resort to excessive and maladaptive usage to fulfill that social need. This assumption is further supported by a study done by Garcia et al. (2013) that found that face-to-face interactions can be used as a preventative factor for compulsive internet use. In other words, it seems that to offset increased usage, individuals should increase face-to-face interactions to fulfill their need to affiliate and belong.

Uses and Gratification Theory

The Uses and Gratification Theory proposes that social media usage is not only driven by needs (cognitive, social, habitual, and emotional), but that it, in turn, gratifies an individual's emotional and cognitive needs (Wang et al., 2012). Prior research has shown that social media usage could be a helpful tool for individuals as it provides a means with which they can express themselves and connect with others. Similarly, another study found that depending on an individual's personality, social media usage can be used to extend the social world around them, this is particularly true for individuals who rank high on openness and conscientiousness (Kim & Jeong, 2014).

The two contrary arguments regarding the effectiveness of social media are supported by Social Compensation/Augmentation Theory. Social Compensation Theory (Valkenberg et al., 2005) states that individuals can supplement some forms of social interaction with others. Specifically, individuals who have problems developing relationships or interacting with others face-to-face such as those with social anxiety and introverts, may seek to use the internet to compensate for the lack of social interaction. On the other hand, the Social Augmentation Theory suggests that individuals who are more outgoing and open are more likely to use social media as

an extension to their already fulfilled social life. In short, the theories suggest that social media as a tool, is used differently in accordance with an individual's needs and ability to fulfill those needs. While an introvert may see social media as their only source of social interactions, someone who is extraverted may see that as a mere extension to their abundant social life.

TikTok

This study emphasizes the use of the social media platform TikTok, a video-sharing app that was first known to many users as Musical.ly until August 2018 where the app was turned into two different apps: Duxin and TikTok (Geysler, 2021). While Musical.ly focused on skits and lip-synching, TikTok allows users to create up to three-minute videos of any type of content they want to share. Currently, TikTok is one of the only social media apps in the market focused on video-sharing, its competitors such as Instagram and Snapchat are primarily focused on photo-sharing and commenting. This distinction might be a big component to its popularity especially among the younger audience. As of now, approximately 63% of Americans among the age of 12-17 use TikTok weekly as compared to the 57% of Instagram (Rodriguez, 2021). Within the next twelve months, TikTok is expected to surpass 1.5 billion users making it one of the fastest growing social media apps (Hutchinson, 2021).

While there is no clear answer as to why TikTok has become such a rapid growing app, some media analysts have deduced that Gen Z's perception of the platform can be attributed to its popularity. As opposed to other social media platforms, TikTok is seen as "funnier and more positive" (Rodriguez, 2021). According to Wallaroo, as of September 2021, Gen Z accounts for approximately 60% of TikTok users meaning that their reception towards TikTok is quite critical for its success. This platform is new and rapidly rising in popularity, but little to no research has

been done on this platform and the effects its use may have on an individual's need for affiliation.

Current Study

The aim of this study is to investigate the relationship between introversion and social media usage and the extent to which social media usage does or does not fulfill an individual's need for affiliation. Two major studies have found evidence to support the hypothesis that introversion results in higher social media usage. A study by Zia and Malik (2019) found that introversion was a significant predictor for usage of social media and social networking sites. Similarly, another study found that there was a significant difference between social media usage in high-functioning introverts and low-functioning introverts where high-functioning introverts were found to use social media less as opposed to their counterparts (Thomas et al., 2020).

The difference in usage between these seemingly similar groups could be explained by the differences in social needs for fulfillment. Perhaps, individuals who have a low need for affiliation can fulfill their needs much easier with less media usage which is something the current study predicts. This is further supported by a meta-analysis done by Song et al. (2014), that indicated that there was a positive correlation between Facebook use and loneliness. In other words, individuals who felt the need to socialize were more likely to compensate for the lack of social interaction by increasing media usage.

The previous studies leave a major gap in the literature that my study will address. Specifically, while earlier studies have examined the relationship between introversion and social media, most have been inconclusive in determining whether social media is beneficial or

detrimental in fulfilling one's need for social interaction. My study will address this ambiguity by not only analyzing the correlation between introversion and increased social media usage but by measuring different forms of online interactions. Specifically, the study will draw attention to whether individuals post, comment, or simply watch on TikTok. In identifying which interaction is more common among introverts, inferences can be made on the type of social interaction that needs to be fulfilled.

The study uses multiple measures and correlates them with each other. Based on previous research, the following hypotheses were theorized:

Hypothesis 1: Being extraverted will be positively correlated with commenting and posting on TikTok, while being introverted will be positively correlated with watching as opposed to the other forms of interaction.

Hypothesis 2: There will be a negative correlation between introversion and need for affiliation meaning that the more introverted an individual is the less need for affiliation they will have.

Hypothesis 3: Introverted individuals will have their need for affiliation fulfilled by simply using social media as opposed to extroverts who may need other forms of interactions to gratify their social needs.

I expect that individuals who rank high in introversion are more likely to spend multiple hours a day watching social media as opposed to commenting and posting. I hypothesize that

introverted people are more likely to have a low need for affiliation and that through social media, this need would be fulfilled by interacting through watching.

METHOD

Participants and Procedures

Participants were recruited through the University of Central Florida's Psychology research participation system (SONA). Through this system, the participants completed the questionnaire and received a 0.5 SONA credit point that can help fulfill research participation requirements for a multitude of psychology courses in the university. To participate in the study, the participant had to be enrolled in UCF's psychology department and as an additional requirement, the participant had to have used TikTok.

The questionnaire contained various questions that measured introversion, amount of time spent on social media, interactions in social media, need for affiliation, and need for relatedness fulfillment. For most of the questionnaire, participants were asked to rate a multitude of statements on a 5-point Likert scale on how true the statement was for them. In total, the questionnaire would take approximately 15-20 minutes. To credit the participants, their unique SONA identification codes were recorded, however, there were no other identification questions asked. Additionally, prior to beginning the survey, the participants were informed of the nature of the study and provided consent by continuing with the survey.

In total, there were 461 total recorded responses and of that sample, 366 responses were used in the data analysis. The discrepancy between total responses and the responses used was caused by incomplete questionnaires meaning that at some point in the survey, questions were left unanswered. As a general observation, most of the unanswered questions were found to be

towards the end of the questionnaire where individuals were asked to not only state if they had a private account but then go into further detail on their views of TikTok.

Furthermore, while there were no demographic questions present in the study, several inferences can be made based on the school's psychology department. Based on university statistics, the sample is most likely composed of about 65% cisgender female students between the ages of 18-24.

Measures

HEXACO Extraversion. Participants were asked to self-report on a four-item questionnaire intended to measure extraversion. The nature of the questions asked participants their feelings regarding strangers and consequently the interactions with others. The questionnaire was taken from the HEXACO Personality Inventory (Ashton & Lee, 2009). For this study, the responses were then reverse coded to provide data for introversion. In this study, introversion and extraversion are seen as antithesis of each other given that at the foundation of their definition, an introvert is seen as “a person characterized by concern primarily with their own thoughts and feelings” and an extravert is defined as “a person concerned primarily with their physical and social environment” (Dictionary.com, 2021). All responses were answered on a five-point Likert scale (1= strongly disagree, 2= disagree, 3= neutral (neither agree, nor disagree), 4= agree, and 5= strongly agree). The items are shown in Appendix A.

Interpersonal Orientation Scale. The Interpersonal Orientation Scale assesses an individual's motivation to affiliate with others. The nature of the 26-item scale is to measure the four dimensions of affiliation motivation: social comparison, emotional support, attention, and

positive stimulation (Hill, 1987). The responses were recorded in a five-point Likert scale like the one utilized in the extraversion scale. The scale is shown in Appendix B.

Need-Satisfaction Items. For the current study, only a portion of the “Most Satisfying Events” scale was utilized, this scale assesses a participant’s most fulfilling events and determines what might be the most fundamental need that an individual needs fulfilled. For the purposes of the current study, the “relatedness” portion was utilized (Sheldon et. Al, 2001). This was composed of a 3-item scale that begins with the statement “In general, I feel satisfied with” and asks participants to rate statements regarding their connectedness with individuals. A 5-point Likert scale will be used in this measure as well and the scale is seen in Appendix C.

Social Anxiety Scale. For the purposes of this study, a social anxiety measure was implemented to account for individuals who may be categorized as introverted for displaying symptoms of social anxiety. The Brief Fear of Negative Evaluation Scale is a 12-item scale that measures an individual’s fear of being perceived or overall evaluated in a negative manner (Leary, 1983). The responses were recorded in a five-point Likert scale from 1= Not at all characteristics of me to 5= Extremely characteristic of me. The scale is in Appendix D.

Social Media Usage. For this experiment, a 11-item questionnaire was created to ask the participants specific questions regarding their use of TikTok and its social use for the individual. The questions can be found in Appendix E and consisted of yes or no questions and a few items that used a Likert scale like the ones previously used.

Results

Hypothesis Testing

To test the hypotheses, bivariate correlation analyses were done using data from 366 participants. Extraversion ($M= 14.05$, $SD= 2.33$) was found to be significantly correlated with need for affiliation ($M= 86.19$, $SD= 15. 87$; $r=.190$, $p=.01$), need for fulfillment ($M= 12.5$, $SD= 2.34$; $r=.206$, $p=.01$), and social anxiety ($M=39.5$, $SD= 10.90$; $r= -.217$, $p=.01$). Furthermore, social anxiety was significantly correlated with social media including TikTok usage ($M=6.70$, $SD= 2.50$; $r=.199$, $p=.01$) and interactions on TikTok ($M=12.94$, $SD=4.80$; $r=.120$, $p=.05$). Similarly, to extraversion, the social anxiety measure was also significantly correlated with need for affiliation ($r=.23$, $p=.01$).

Table 1

Correlations

		HEXACO Extraversion	Need for Affiliation	Need for Fulfillment	Social Anxiety	TikTok Usage	Interactions on TikTok	Impact of Covid in Usage
HEXACO Extraversion	Pearson Correlation	1	.190**	.206**	-.217**	-.053	-.068	-.006
	Sig (2-tailed)		< .001	< .001	< .001	.310	.197	.909
	N	366	366	366	366	366	366	366
Need for Affiliation	Pearson Correlation	.190**	1	.315**	.228**	.219**	.149**	-.302**
	Sig (2-tailed)	< .001		< .001	< .001	< .001	.004	< .001
	N	366	366	366	366	366	366	366
Need for Fulfillment	Pearson Correlation	.206**	.315**	1	.091	.090	-.030	-.170**
	Sig (2-tailed)	< .001	< .001		.083	.087	.571	.001
	N	366	366	366	366	366	366	366
Social Anxiety	Pearson Correlation	-.217**	.228**	.091	1	.199**	.120*	-.187**
	Sig (2-tailed)	< .001	< .001	.083		< .001	.022	< .001
	N	366	366	366	366	366	366	366
TikTok Usage	Pearson Correlation	-.053	.219**	.090	.199**	1	.421**	-.548**
	Sig (2-tailed)	.310	< .001	.087	< .001		< .001	< .001
	N	366	366	366	366	366	366	366
Interactions on TikTok	Pearson Correlation	-.068	.149**	-.030	.120*	.421**	1	-.195**
	Sig (2-tailed)	.197	.004	.571	.022	< .001		< .001
	N	366	366	366	366	366	366	366
Impact of Covid in Usage	Pearson Correlation	-.006	-.302**	-.170**	-.187**	-.548**	-.195**	1
	Sig (2-tailed)	.909	< .001	.001	< .001	< .001	< .001	
	N	366	366	366	366	366	366	366

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Discussion

Summary of Results

Individuals with social anxiety were found to have a significant negative correlation with extraversion, this indicates that most of the individuals in the present study that show symptoms of social anxiety are likely to be introverted. For the present discussion, we will refer to the individuals with social anxiety as introverted. The analysis indicated that extraverted and introverted individuals both had a need for affiliation meaning that regardless of an individual's predisposition towards interacting with others, there is a basic need and want to feel a connection to others. Unlike my hypothesis, it seems that regardless of an individual's predisposition towards introversion or extraversion, there is an intrinsic need to socialize and feel included with others. This idea can be further explained Maslow's hierarchy of needs which suggests that individuals have an innate motivation for needs including love and intimacy (Maslow, 1943).

The data collected are in support of the third hypothesis of the study, where it states that introverted individuals will feel that their social needs are fulfilled with social media. Individuals with social anxiety were more inclined to view TikTok in a positive manner as a tool to express themselves online and interact with others. Through this lens, TikTok is being used as a compensation tool for individuals who may not be inclined to interact with others otherwise. This perspective is in accordance with the Social Compensation/Augmentation Theory created by Valkenberg which suggests that individuals will view social media to fulfill social needs if individuals are uncomfortable or unable to make connections through face-to-face interactions

and can be seen to augment social interactions and relationships for more extraverted and open individuals.

There was insufficient data on the different types of interactions that occur in social media to support the second hypothesis which stated that extraverted individuals may be more inclined to post and comment while introverted individuals are more inclined to watch.

Limitations & Future Research

The study had a few limitations that impeded the testing of the hypothesis, one of the changes I would make is include demographic questions to analyze whether differences in race, gender, and age lead to differences in social media consumption and utilization. Within the questionnaire, individuals were asked to self-report on a multitude of different subjects, which could lead to biased results. Items regarding social anxiety and social media usage may be particularly skewed given that individuals may not be as inclined to answer truthfully in fear of being judged despite the anonymity of the questionnaire. Moreover, items based on TikTok usage and interactions may have limited the responses provided, particularly, the question “What do you find yourself doing the most?” Individuals who may post and comment may find themselves answering “watch” to the question because that is what they might be doing more of even though they are still using TikTok for more than that. It is more than likely that this question did have a significant impact on the lack of variability in TikTok usage since statistics show that approximately 83% of TikTok users have at one point posted a video (TikTok Statistics - Everything You Need to Know [Sep 2021 Update], 2021).

Furthermore, I would dedicate more time on constructing questions that further analyze what individuals are more likely to do in social media. For future work, I believe that this study could bring more into focus the different types of social media used by individuals to highlight what aspect of the social media platforms might lead to individuals utilizing it as a form of social interaction. Additionally, future research can include more personality analysis given the nature of TikTok and its stark difference from other social media platforms. As previously mentioned, the primary function of TikTok is video sharing, often this means that individuals must place more thought and energy into the content they are producing as opposed to other social media platforms such as Instagram and Snapchat where taking a picture could suffice. Some analysis can be done on whether individuals who share content on TikTok are more creative than others and whether the involvement of content producing causes individuals to steer away from TikTok and instead use less involved social media apps.

Inferences and Conclusion

Regarding the data found, some inferences can be made based on the assumed gender and age of the sample. As previously stated, the sample is inferred to be about 65% cisgender female between the ages of 18-24, this is in accordance with the standard TikTok user. In the United States, approximately 60% of TikTok users are female and between the ages of 16-24 (TikTok Statistics - Everything You Need to Know [Sep 2021 Update], 2021). The tendency towards a heavier female audience may be in part due to gender differences in social media usage. In terms of type of social media used, women tend to use social media apps such as Facebook and Instagram at a greater percentage than men who tend to use online forums such as Reddit

(Anderson, 2015). Based on the purpose of these social media applications, it seems that women tend to gravitate towards social media apps that allows users to interact with one another through public posts and comments as opposed to men who gravitate towards the more anonymous social media app. In fact, a study done in 2007, indicates that female Facebook users scored higher on social connection than their male counterparts meaning that female users have a tendency towards using social media as a means for social interaction and connectedness (Joinson, 2008).

In terms of social anxiety as related to the study, women are more likely to display symptoms of social anxiety as compared to men, however studies have shown that while women have higher rates of social anxiety, men are more likely to seek treatment (Weinstock, 1999). An inference can be made suggesting that women having a higher rate of social anxiety but not seeking treatment for it can lead to the increased use of social media apps designed to increase social connectedness. In other words, as the study demonstrates, individuals who have social anxiety (particularly women) are more inclined to use social media, specifically more interactive social media apps such as TikTok, to connect with others.

Appendix A: HEXACO EXTRAVERSION SCALE

For the following questions, you will be asked to rate statements regarding Extroversion on a scale of 1 to 5. Please answer on how accurate these statements pertain to you.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Disagree (5)
Nobody likes talking to me. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I easily approach strangers. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to talk with others. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am seldom cheerful. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix B: INTERPERSONAL ORIENTATION SCALE

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I think being close to others, listening to them, and relating to them on a one-to-one level is one of my favorite and most satisfying pastimes. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Just being around others and finding out about them is one of the most interesting things I can think of doing. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I have really accomplished something valuable when I am able to get close to someone. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One of the most enjoyable things I can think of that I like to do is just watching people and seeing what they are like. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would find it very satisfying to be able to form a new friendship with whomever I liked. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I feel unhappy or kind of depressed, I usually try to be around other people to make me feel better. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually have the greatest need to have other people around me when I feel upset about something. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One of my greatest sources of comfort when things get rough is being with other people. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I have not done very well on something that is very important to me, I can get to feeling better by being around other people. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During times when I must go through something painful, I usually find that having someone with me makes it less painful. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It seems like whenever something bad or disturbing happens to me, I often just want to be with a close, reliable friend. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often have a strong need to be around people who are impressed with what I am like and what I do. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I mainly like to be around others who think I am an important, exciting person. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I often have a strong desire to get people I am around to notice me and appreciate what I am like. (14)	<input type="radio"/>				
I mainly like people who seem strongly drawn to me and who seem infatuated with me. (15)	<input type="radio"/>				
I like to be around people when I can be the center of attention. (16)	<input type="radio"/>				
I don't like being with people who may give me less than positive feedback about myself. (17)	<input type="radio"/>				
I seem to get satisfaction from being with others more than a lot of other people do. (18)	<input type="radio"/>				
I think it would be satisfying if I could have very close friendships with quite a few people. (19)	<input type="radio"/>				
The main thing I like about being around other people is the warm glow I get from interacting with them. (20)	<input type="radio"/>				
I think I get satisfaction out of contact with others more than most people realize. (21)	<input type="radio"/>				
When I am not certain about how well I am doing at something, I usually like to be around others so I can compare myself to them. (22)	<input type="radio"/>				
I find that I often look to certain other people to see how I compare to others. (23)	<input type="radio"/>				
If I am uncertain about what is expected of me, such as on a task or in a social situation, I usually like to be able to look to certain others for cues. (24)	<input type="radio"/>				
I prefer to participate in activities alongside other people rather than by myself because I like to see how I am doing on the activity. (25)	<input type="radio"/>				
I find that I often have the desire to be around other people who are experiencing the same thing I am when I am unsure of what is going on. (26)	<input type="radio"/>				

Appendix C: NEED FOR FULFILLMENT SCALE

For the following statements, the beginning of each statement should begin with..."In general, I feel satisfied with..."

Please answer on how accurate these statements pertain to you.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
A sense of contact with people who care for me, and whom I care about. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close and connected with other people who are important to me. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A strong sense of intimacy with the people I spend time with. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix D: Brief Fear of Negative Evaluation Scale

	Not at all characteristics of me. (1)	Slightly characteristic of me. (2)	Moderately characteristic of me. (3)	Very characteristic of me. (4)	Extremely characteristic of me. (5)
I worry about what other people will think of me even when I know it doesn't make any difference. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am unconcerned even if I know people are forming an unfavorable impression of me. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am frequently afraid of other people noticing my shortcomings. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rarely worry about what kind of impression I am making on someone. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid others will not approve of me. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid that people will find fault with me. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other people's opinions of me do not bother me. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am talking to someone, I worry about what they may be thinking about me. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am usually worried about what kind of impression I make. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I know someone is judging me, it has little effect on me. (10)	<input type="radio"/>				
Sometimes I think I am too concerned with what other people think of me. (11)	<input type="radio"/>				
I often worry that I will say or do the wrong things. (12)	<input type="radio"/>				

Appendix E: SOCIAL MEDIA QUESTIONNAIRE

How often do you find yourself checking TikTok on a day-to-day basis?

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

How much time do you spend on TikTok daily?

- A great deal (1)
- A lot (2)
- A moderate amount (3)
- A little (4)
- None (5)

On the times you spend on TikTok, what do you find yourself doing the most?

- Watching (1)
- Commenting (2)
- Posting (3)
-

Do you have a private account?

- Yes (1)
- No (2)

If you answered yes to the previous question, would you ever consider making it public?

- Yes (1)
- No (2)
- Not Applicable (3)

The following statements measure how TikTok is being used. Please answer on how accurate these statements pertain to you.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
In general, I feel comfortable posting and commenting on TikTok. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of community in TikTok. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As opposed to face-to-face interactions, I find it easier to express myself online. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok facilitated my ability to make friends. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find that TikTok has helped me interact with others easily. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Due to Covid-19, do you believe you have spent more time on TikTok?

- Yes (1)
- No (2)

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